#### RJ REYNOLDS

TOBACCO COMPANY



S. R. MacLEOD Region Operations Mgr

150 Lawrence Bell Drive Suite #108

Williamsville, NY 14221 (716) 634-9232 Fax (715) 634-3145

March 20, 1998

RJR Account #332400 Mr. F. Kowalski KEYCO DISTRIBUTING

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Frank:

SALEM .30¢ Tear Tape product has been ordered, as well as 12 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:

0.5020

SKU WT (w/o Product):

1.1350 lbs

Retail Sales Offers per Sku:

40 units

Billing per Sku:

4 Full Price Cartons

RJR will reimburse you \$14.00 per <u>live 12M</u> case for all displays packed and shipped to retail on a timely basis. This equates to <u>\$42.00</u> (3 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

#### **PARTNERS 'BONUS' REPORTING DESCRIPTION**

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

# APRIL DELIVERY SALEM TEAR TAPE KEYCO DISTRIBUTING

#### April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40.30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

	SALEM	#/ (6M) Cases
UPC Code	BRAND STYLE	@ .30¢ Off
12300-24194	Full Flavor	<u>2</u>
12300-24196	Light	<u>2</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival:

April 6, 1998

Ship Date to Retail:

Week of: April 13, 1998

EFT \$ Amount:

\$1,783.30

APRIL DELIVERY

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To All RJR Retail Partners

### RETAILER LETTER

## SALEM .30¢ OFF / PACK \$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

As always, thank you for your assistance in the marketing of our products.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610